Panel Discussion | [MarTech Stack] Maximising Growth Through Stronger MarTech & Business Strategy Alignment

Ayse Gulnur Velicangil

Senior Product Manager,
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Ruslan Arzumanian

Head of Paid Social Europe,
Wayfair

Sébastien Henrotay

Head of Marketing Technology
(DACH), Danone

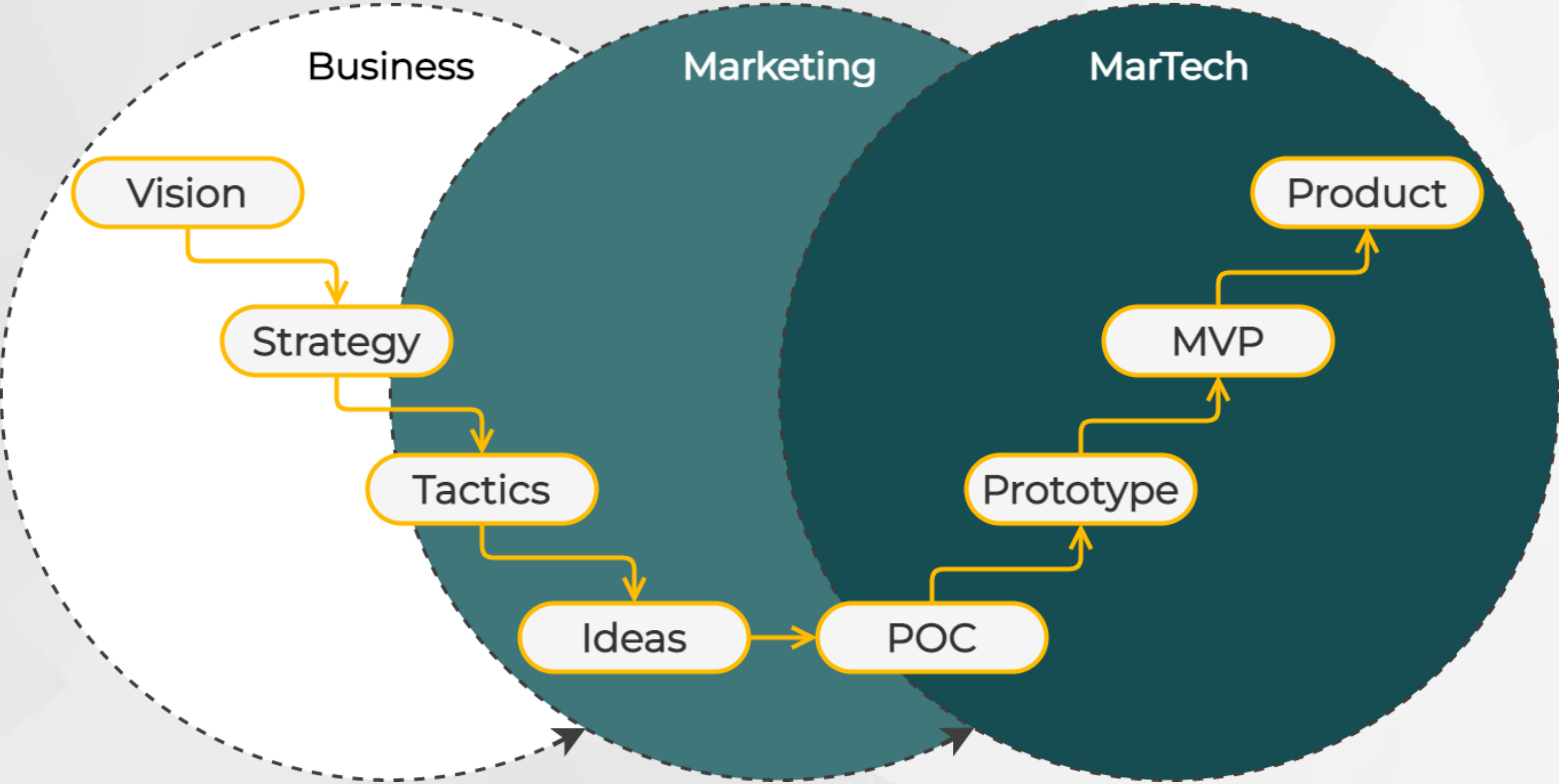**Roberta Cianetti**

Director, Social Strategy,
Condé Nast

BERLIN ◆ 22 MARCH ◆ #THEMARTECHSUMMIT

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Do you have a dedicated MarTech Role or Department within your Organisation?

ⓘ Start presenting to display the poll results on this slide.

Why MarTech?
What's the Strategy?

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Business

Marketing

MarTech

Vision

Strategy

Tactics

Ideas

POC

Prototype

MVP

Product

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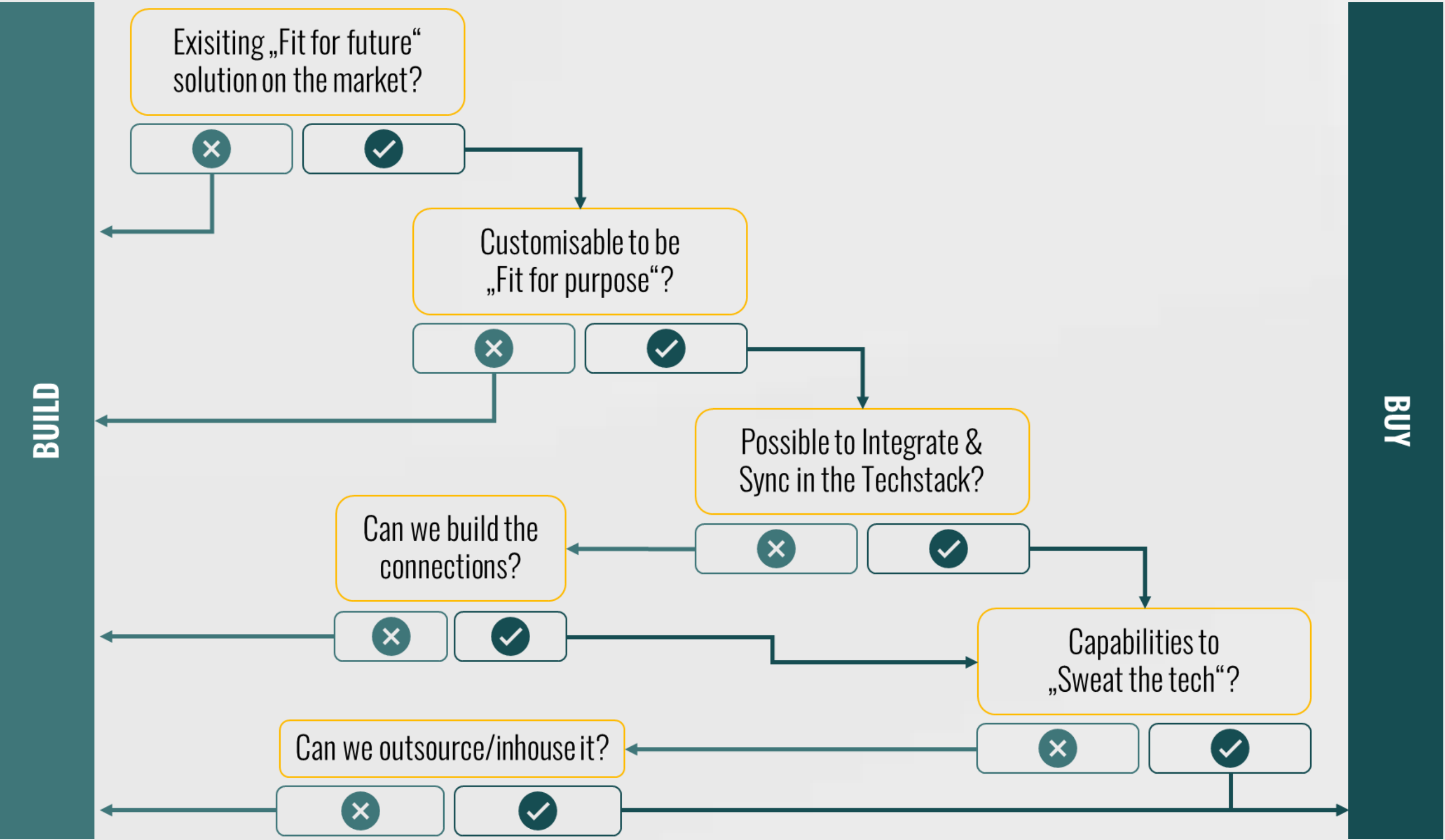Strategy Alignment

Buy or Build or both?

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BUILD

BUY

Exisiting „Fit for future" solution on the market?
- ✗
- ✓

Customisable to be „Fit for purpose"?
- ✗
- ✓

Possible to Integrate & Sync in the Techstack?
- ✗
- ✓

Can we build the connections?
- ✗
- ✓

Capabilities to „Sweat the tech"?
- ✗
- ✓

Can we outsource/inhouse it?
- ✗
- ✓

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Q&A

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Key Takeaways

- **Ayse's Takeaway:** For MarTech any customer driven strategy should be something also translatable to tech to achieve a meaningful result.

- **Ruslan's Takeaway:** The focus of MarTech is to enable marketers to reach their target audience at scale by streamlining marketing processes. Key to success is customer-focused vision, agile mindset and close collaboration between teams.

- **Sébastien's Takeaway:** Customer-centricity is key, so No Tech for Tech's sake. Strategy shapes Structures shapes Tech: MarTech is an enabler for business growth and alignment brings value.

- **Roberta's Takeaway:** Adapt to change and mostly innovate. Reassess and review your strategy often. Create value in your relationships and partnerships.

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